This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method
2 comprising:
3   a) accepting, <u>from an ad server and</u> by a computer
4   system including one or more computers on a network,
5   [[ad document]] information <u>of an ad which includes</u>
6   [[including]] ad content [[from an ad server]];
7   b) using, by the computer system, at least one of
8   terms, concepts and categories from the content of the
9   ad [[document information]] to determine relevant
10   content, from a content server, in addition to content
11   of the ad [[document]], wherein the determined
12   relevant content is one of (A) a news story, (B) a
13   review, <u>or</u> (C) [[a search query, and (D)]] a user
14   group message; and
15   c) combining, by the computer system, at least a
16   portion of content of the ad [[document]], from the ad
17   server, and at least a portion of the determined
18   relevant content, from the content server, for
19   presentation to a user together with page content,
20   [[wherein the ad document is at least one ad,
21 and]]
22   wherein the page content is <u>(A)</u> not directly used
23 to determine the determined relevant content <u>and (B)</u>
24 <u>different than the content of the ad.</u>

1 Claim 2 (currently amended): The computer-implemented
2 method of claim 1 wherein the [[at least one]] ad is for a
3 product and wherein the determined <u>relevant</u> content is a
4 review for the product.

2

1 Claim 3 (currently amended): The computer-implemented
2 method of claim 1 wherein the [[at least one]] ad is for a
3 service and wherein the determined relevant content is a
4 review for the service.

1 Claim 4 (currently amended): The computer-implemented
2 method of claim 1 wherein the [[at least one]] ad is for a
3 product or service and wherein the determined relevant
4 content is a news story about the product or service.

1 Claim 5 (currently amended): The computer-implemented
2 method of claim 1 wherein the determined relevant content
3 [[is]] further includes a search query related to the
4 content of the ad [[document]].

1 Claim 6 (currently amended): The computer-implemented
2 method of claim 1 wherein the determined relevant content
3 is a message from a user group.

1 Claim 7 (currently amended): A computer-implemented method
2 comprising:
3   a) accepting, by a computer system including one or
4   more computers on a network, document content
5   information;
6   b) using, by the computer system, at least one of
7   terms, concepts and categories of the document content
8   information to determine relevant content in addition
9   to content of the document, wherein the determined
10   relevant content is one of (A) a news story, (B) a
11   review, (C) a search query, [[and]] or (D) a user
12   group message;

13   c) using, by the computer system, the determined

14   relevant content, determining further content, wherein

15   the further determined content is at least one ad,

16   received from an ad server, relevant to the determined

17   relevant content; and

18   d) combining, by the computer system, at least a

19   portion of content of the document, at least a portion

20   of the determined relevant content, and at least a

21   portion of the determined further content for

22   presentation to a user.

Claim 8 (canceled)

1 Claim 9 (currently amended): Apparatus comprising:

2   a) at least one processor; and

3   b) at least one storage device storing

4   processor-executable instructions which, when executed

5   by the at least one processor, perform a method

6   including

7   1) accepting [[ad document]] information of an ad

8   which includes [[including]] ad content [[from an

9   ad server]],

10   2) determining relevant content, from a content

11   server, in addition to content of the ad

12   [[document]] using at least one of terms,

13   concepts and categories from the content of the

14   ad [[document information]], wherein the

15   determined relevant content is one of (A) a news

16   story, (B) a review, or (C) [[a search query, and

17   (D)]] a user group message, and

18   3) combining at least a portion of content of the

19   ad [[document]], from the ad server, and at least

4

20   a portion of the determined relevant content,

21   from the content server, for presentation to a

22   user together with page content,

23   [[wherein the ad document is at least one ad,

24 and]]

25   wherein the page content is (A) not directly

26   used to determine the determined relevant content and

27   (B) different than the content of the ad.

1   Claim 10 (currently amended): The apparatus of claim 9

2   wherein the [[at least one]] ad is for a product and

3   wherein the determined relevant content is a review for the

4   product.

1   Claim 11 (currently amended): The apparatus of claim 9

2   wherein the [[at least one]] ad is for a service and

3   wherein the determined relevant content is a review for the

4   service.

1   Claim 12 (currently amended): The apparatus of claim 9

2   wherein the [[at least one]] ad is for a product or service

3   and wherein the determined relevant content is a news story

4   about the product or service.

1   Claim 13 (currently amended): The apparatus of claim 9

2   wherein the determined relevant content [[is]] further

3   includes a search query related to the content of the ad

4   [[document]].

1   Claim 14 (currently amended): The apparatus of claim 9

2   wherein the determined relevant content is a message from a

3   user group.

1 Claim 15 (currently amended): Apparatus comprising:

2   a) at least one processor; and

3   b) at least one storage device storing

4   processor-executable instructions which, when executed

5   by the at least one processor, perform a method

6   including

7   1) accepting document content information,

8   2) determining relevant content in addition to

9   content of the document using at least one of

10   terms, concepts and categories of the document

11   content information, wherein the determined

12   relevant content is one of (A) a news story, (B)

13   a review, (C) a search query, [[and]] or (D) a

14   user group message,

15   3) determining further content using the

16   determined relevant content, wherein the further

17   determined content is at least one ad, received

18   from an ad server, relevant to the determined

19   relevant content, and

20   4) combining at least a portion of content of the

21   document, at least a portion of the determined

22   content, and at least a portion of the determined

23   further content for presentation to a user.

Claim 16 (canceled)

1 Claim 17 (previously presented): The computer-implemented

2 method of claim 2, wherein the acts of (b) using at least

3 one of terms, concepts and categories from the content of

4 the ad [[document information]] to determine relevant

5 content in addition to content of the ad [[document]], and

6 (c) combining at least a portion of content of the ad

6

7   [[document]] and at least a portion of the determined

8   content for presentation to a user together with page

9   content, are performed automatically by a machine executing

10 machine-executable instructions.

1   Claim 18 (previously presented): The computer-implemented

2   method of claim 3, wherein the acts of (b) using at least

3   one of terms, concepts and categories from the content of

4   the ad [[document information]] to determine relevant

5   content in addition to content of the ad [[document]], and

6   (c) combining at least a portion of content of the ad

7   [[document]] and at least a portion of the determined

8   content for presentation to a user together with page

9   content, are performed automatically by a machine executing

10 machine-executable instructions.

1   Claim 19 (previously presented): The computer-implemented

2   method of claim 4, wherein the acts of (b) using at least

3   one of terms, concepts and categories from the content of

4   the ad [[document information]] to determine relevant

5   content in addition to content of the ad [[document]], and

6   (c) combining at least a portion of content of the ad

7   [[document]] and at least a portion of the determined

8   content for presentation to a user together with page

9   content, are performed automatically by a machine executing

10 machine-executable instructions.

1   Claim 20 (previously presented): The computer-implemented

2   method of claim 7, wherein the acts of (b) using at least

3   one of terms, concepts and categories of the document

4   content information to determine relevant content in

5   addition to content of the document, (c) using the

6   determined relevant content, determining further content,

7   and (d) combining at least a portion of content of the

8   document, at least a portion of the determined content, and

9   at least a portion of the determined further content for

10 presentation to a user, are performed automatically by a

11 machine executing machine-executable instructions.

1   Claim 21 (new): The computer-implemented method of claim

2   7, wherein the at least a portion of content of the

3   document, the at least a portion of the determined relevant

4   content, and the at least a portion of the determined

5   further content are combined as part of a single Web page.

1   Claim 22 (new): The apparatus of claim 15, wherein the at

2   least a portion of content of the document, the at least a

3   portion of the determined relevant content, and the at

4   least a portion of the determined further content are

5   combined as part of a single Web page.